

**Non-Fee Amendment**

Applicant Docket No. 19001.1300

**AMENDMENTS TO THE CLAIMS**

Please amend the claims in the application as follows:

Claim 1. (currently amended) An interactive electronic commercial sent to a recipient as an attachment to an e-mail comprising:

a commercial message portion that includes a first branding graphic;

an interface portion that receives a search string designated by the recipient;

a search engine interface; and

a searching routine that submits the search string to a search engine via the search engine interface, and returns results to the recipient from within an e-mail client, without using a browser.

Claim 2. (previously presented) The commercial of claim 1 wherein the search string is selected from a list of search strings presented to the recipient in the commercial.

Claim 3. (previously presented) The commercial of claim 1 wherein the interface portion contains a space into which the recipient types the search string.

Claim 4. (amended) The commercial of claim 1 wherein the search engine is a commercial searching facility available through a portal other than the commercial.

Claim 5. (previously presented) The commercial of claim 1 wherein the search engine is a commercial searching facility available through a web page of the Internet.

Claim 6. (currently amended) The commercial of claim 1 wherein the search engine further comprises a graphical hyperlink to ~~the~~ an internet web site.

Claim 7. (previously presented) The commercial of claim 1 further comprising an ordering routine through which the recipient orders a product.

**Non-Fee Amendment**

Applicant Docket No. 19001.1300

Claim 8. (previously presented) The commercial of claim 1 further comprising a results routine that returns a set of results to the recipient through an interface provided by the commercial based upon submitting the search string to the search engine.

Claim 9. (previously presented) The commercial of claim 8 further comprising an ordering routine through which the recipient orders a product from among a listing of products contained in the set of results.

Claim 10. (previously presented) The commercial of claim 8 further comprising an audio containing clip that motivates the recipient to order a product from among a listing of products contained in the set of results.

Claim 11. (previously presented) The commercial of claim 10 having a playing routine by which the audio containing clip is played at will by the recipient.

Claim 12. (previously presented) The commercial of claim 1 where the commercial further includes branding graphics for multiple products.

Claim 13. (previously presented) The commercial of claim 1 where the commercial includes additional branding graphics for multiple products from unrelated vendors.

Claim 14. (currently amended) The commercial of claim 1 where the ordering routine ~~involves taking-takes~~ ordering information for multiple products from unrelated vendors.

Claim 15. (previously presented) A method of sending an interactive electronic commercial to a recipient as an attachment to an e-mail, comprising:

providing the commercial with a commercial message portion that includes a first branding graphic;

**Non-Fee Amendment**

Applicant Docket No. 19001.1300

the recipient opening the attachment;  
the opened attachment displaying an interface portion that receives a search string designated by the recipient;  
an e-mail client submitting the search string to a search engine; and  
returning a set of results from submission of the search string to the recipient from within the e-mail client, without using a browser.

Claim 16. (new) A method of sending an interactive electronic commercial to a recipient as an e-mail message, the method comprising:

providing an e-mail message to a recipient, the email message including a commercial message portion;

the recipient opening the e-mail message;

the opened e-mail message displaying the commercial message portion and an interface portion, the interface portion being operable to receive a recipient designated search string;

an e-mail client that is operable to submit the recipient designated search string to a search engine; and

returning a set of results from submission of the search string to the recipient from within the e-mail client, without using a browser.